



GP2765
RECEIVED
JUL 14 2000
GROUP 2700

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE
PATENT APPLICATION

Applicants: Rick W. LANDSMAN, Wei-Yeh LEE

Case: UCC-1/CIP

Serial No.: 09/237,718

Filed: January 26, 1999

Group Art Unit: 2765

Examiner:

Title: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED
USER-TRANSPARENT NETWORK-DISTRIBUTED INTERSTITIAL WEB
ADVERTISING THROUGH USE OF AN ADVERTISING TAG
EMBEDDED IN A REFERRING WEB PAGE** (as amended)

COMMISSIONER FOR PATENTS
Washington, D. C. 20231

S I R:

I believe that no fee is required for the
accompanying Second Preliminary Amendment submitted in
connection with the above-captioned application.

In the event a fee is due, kindly charge that fee
to my deposit account number 13-3083. To facilitate that
charge, a duplicate copy of this letter is enclosed
herewith.

Respectfully submitted,

July 10, 2000

Peter L. Michaelson
Peter L. Michaelson, Attorney
Reg. No. 30,090
Customer No. 007265
(732) 530-6671

MICHAELSON & WALLACE
Counselors at Law
Parkway 109 Office Center
328 Newman Springs Road
P.O. Box 8489
Red Bank, New Jersey 07701

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **July 12, 2000** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, Washington, D.C. 20231.

Peter L. Michaelson
Signature

30,090
Reg. No.

RECEIVED

JUL 14 2000

GROUP 2700

H 8/Pre B

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants: Rick W. LANDSMAN, Wei-Yeh LEE

Case: UCC-1/CIP

Serial No.: 09/237,718

Filed: January 26, 1999

Group Art Unit: 2765

Examiner:

Title: A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED
USER-TRANSPARENT NETWORK-DISTRIBUTED INTERSTITIAL WEB
ADVERTISING THROUGH USE OF AN ADVERTISING TAG
EMBEDDED IN A REFERRING WEB PAGE (as amended)

COMMISSIONER FOR PATENTS
Washington, D. C. 20231

S I R:

SECOND PRELIMINARY AMENDMENT

Amend the above-captioned patent application as
follows:

IN THE SPECIFICATION-

Page 27, lines 4-21 Delete the paragraph in
lines 5-21 and substitute the
following paragraph:

B
--The advertising tag is itself embedded in a
content web page. The advertising tag, as one of its
components, references a JavaScript file (which contains a